

RFP No. SOL-486-13-000031
ISSUANCE DATE: May 06, 2013
CLOSING DATE: June 3, 2013
4:00 p.m. Hanoi, Vietnam Local Time

SUBJECT: Solicitation for Resident-hire U.S. Personal Services Contractor (USPSC) – Development Outreach Communications Specialist (DOCS), USAID/Vietnam

To All Interested Applicants:

The United States Government, represented by the U.S. Agency for International Development (USAID), is seeking proposals (Standard Form 612's) from **U.S. citizens** interested in providing the PSC services described in the attached.

Submissions shall be in accordance with the attached information and delivered to the undersigned in accordance with the specified requirements.

Applications should include the following:

1. Cover letter or written statement that addresses the Evaluation/Selection Criteria in this solicitation;
2. Most current curriculum vitae (CV) or resume;
3. Salary history for the prior three years;
4. Contact information (telephone numbers and email addresses) for at least three references with knowledge of the applicant's prior work skills; and,
5. Optional Form 612 available at <http://federalgovernmentjobs.us/forms/of612.pdf>

Applications may be mailed, emailed, or hand-carried to the undersigned. Email submissions shall be sent to Ms. Hoa Hoang at hoahoang@usaid.gov, Ms. Karittha Jenchiewchan at kjenchiewchan@usaid.gov; and Mr. Javier Castano at JCastano@usaid.gov.

To ensure delivery by the due date, it is recommended that applications be submitted as email attachments, if possible. Late applications will not be considered. The award of a contract hereunder is subject to the availability of funds. Applicants should retain for their record copies of all enclosures which accompany their applications.

Residence permits (and/or requisite visas) and work permits for Vietnam (or the demonstrated ability to obtain the required authorizations for employment in Vietnam themselves) are required.

Only short listed candidates will be contacted. Any questions regarding this position should be sent to hoahoang@usaid.gov, kjenchiewchan@usaid.gov, and JCastano@usaid.gov.

Sincerely,

Javier O. Castano
Contracting Officer
USAID/Vietnam

Mailing Address:

U.S. Agency for International Development in Vietnam (USAID)
7 Lang Ha, Hanoi, Vietnam

ATTACHMENT 1: Solicitation No. SOL-486-13-000031 - Position Description

1. **SOLICITATION NUMBER:** SOL-486-13-000031
2. **ISSUANCE DATE:** May 06, 2013
3. **CLOSING DATE/TIME SPECIFIED FOR RECEIPT OF APPLICATIONS:** June 3, 2013, by 4:00 p.m. local Hanoi time.
4. **POSITION TITLE:** Development Outreach Communications Specialist (DOCS), USAID/Vietnam
5. **MARKET VALUE OF POSITION (Base Pay):** GS 13 equivalent (\$71,674 - \$93,175 per annum).

Salary to be paid within this grade will depend on experience, qualifications and salary history. The standard compensation package also includes a contribution for life and health insurance and a contribution to FICA. This is a resident hire position. As a resident hire PSC the selected candidate will NOT be entitled to receive offshore-hire benefits and allowances such as post differential, housing, international travel and shipment benefits.

6. **PERIOD OF PERFORMANCE:** Two years with the possibility of extension that will depend on the need for continuation of such services, availability of funds, and satisfactory performance.
7. **PLACE OF PERFORMANCE:** USAID/Vietnam, Hanoi
8. **JOB DESCRIPTION**

A. POSITION TITLE: Development Outreach Communications Specialist (DOCS)

B. ORGANIZATIONAL LOCATION OF THE POSITION: USAID/Vietnam, Hanoi, Vietnam

C. POSITION TITLE OF DIRECT SUPERVISOR: Director, Program Development Office (PDO), USAID/Vietnam, Hanoi, Vietnam.

D. SUPERVISION EXERCISED: This position supervises one mid-level FSN Communications Specialist in the PDO.

E. INTRODUCTION AND BACKGROUND:

This position of Development Communications Outreach Specialist (DOCS) is located within the Program Development Office (PDO), USAID/Vietnam Mission. PDO provides strategic, programmatic, evaluation and budgeting guidance to the Mission to implement a portfolio of programs having new obligation authority of more than \$75 million per fiscal year. This support is especially critical for ensuring effective implementation of the Presidential Policy Directive 6, the Quadrennial Diplomacy and Development Review (QDDR), and USAID's policies (e.g. for Gender and Evaluation) which require USAID to revitalize strategic planning, project design, performance budgeting, and monitoring and evaluation. Within USAID, these reforms require program offices to lead Mission monitoring and evaluation processes, support project design, manage budget planning, and coordinate the development and implementation of Country Development Cooperation Strategies, along with significant foreign assistance coordination responsibilities for the entire Operating Unit (Embassy and other agencies with foreign assistance responsibilities). PDO is tasked with providing key support in coordination of this complex process. Details about the Mission's portfolio may be found at <http://vietnam.usaid.gov>.

One essential function of PDO within the Mission is to lead the Mission's external outreach and communications efforts, Given the history of U.S./Vietnamese relations, however, and the particular sensitivity of a number of program areas in which we work, such as economic reform and dealing with

environmental and human health concerns, the DOCS plays a central role in defining our programs and explaining them to Vietnamese, American, and international audiences.

The DOCS is responsible for collecting, researching, managing, and distributing information associated with the USAID-managed portion of the U.S. foreign assistance program in Vietnam and serves as the point of contact and liaison for all public information requests relating to the Vietnam program. The DOCS's findings and recommendations on development outreach will assist the USAID senior leadership in making strategic program and policy decisions. The incumbent collaborates closely with the Vietnam Technical Teams and PDO and numerous implementing partners including institutional contractors and non-governmental organizations (NGOs) to develop and implement USAID/Vietnam's overall development outreach communications strategy. S/he maintains regular contact with and collaborates with the U.S. Embassy/Hanoi's Public Affairs Officer (PAO) to ensure that Embassy personnel are properly apprised of USAID program activities and achievements. The Vietnam DOCS together will coordinate their efforts and liaise with the Agency's Legislative and Public Affairs Bureau in Washington (USAID/W).

F. POSITION DESCRIPTION

The primary duty of this DOCS position is to support USAID/Vietnam in the achievement of its objectives. As one of several DOCS positions in the Southeast Asia Region, however, it is important that the incumbents support one another and share information that will help tell the story effectively of USAID's programs throughout the region. As part of the DOCS duties, close collaboration with USAID/Washington is essential. Close coordination with RDMA is also essential to ensure that RDMA activities in Vietnam are coordinated fully with USAID/Vietnam and to ensure that related outreach activities are managed by the USAID/Vietnam DOCS.

G. MAJOR DUTIES AND RESPONSIBILITIES:

The specific duties of the Development Outreach Communications Specialist will include but are not limited to the following:

1) Supervision and Coordination

- Lead the Mission's Development Outreach and Communications team to ensure the overall quality, coherence and strategic application of the team's communications and outreach products and initiatives. The team comprises a Foreign Service National (FSN). Within the mission, the team also includes communication points of contact in each of the technical offices. In addition, the DOC team has established linkages with communications professionals in each of the implementing partners.
- Collaborate and cooperate closely with U.S. Embassy/Hanoi's Public Affairs Section (PAS), USAID/Washington, and other regional DOCS to achieve maximum exposure and understanding of the U.S. contribution to Vietnam's economic development, its efforts to combat HIV/AIDS and avian influenza, sensitive bilateral issues such as Agent Orange/Dioxin remediation, vulnerable populations, global climate change, response to disasters requiring rapid delivery of humanitarian assistance, and other emerging USAID funded development assistance activities.
- Lead the development and implementation of the Mission's communication strategy and outreach plan that promotes a better understanding of and support for USAID programs to external audiences. Ensure public awareness of programs and projects being funded by USAID and provide information to USAID/W and the U.S. Embassy.
- Formulate and manage the communication and outreach budget for the Mission. Given USG and agency directives to reduce expenditures on publications, travel and conferences, the incumbent must identify cost-effective ways to achieve communication goals.
- Monitor and evaluate progress toward communication objectives as outlined in the communication strategy. This includes establishing a monitoring and evaluation plan for the communication strategy, identifying indicators and measuring progress to assess effectiveness and impact of outreach activities. Also includes monitoring local and international press

coverage, awareness and attitudes concerning USAID programs. Information gathered will inform ongoing activities and future programming.

- Formulate and implement innovative outreach activities that advance development objectives as outlined in the Mission's CDCS.
- Represent the Mission at the senior level in matters pertaining to public affairs and outreach activities with other branches of the USG, the Government of Vietnam, implementing partners and other donors.
- Mentor the DOC team and train technical office staff and implementing partners on developing effective communication plans and materials.
- Serve as the senior advisor to Mission management regarding all public information, media relations and outreach matters.
- Coordinate with PAS and other USG agencies to develop strategic communications at the Embassy level and ensure that USAID communications are in line with the broader Embassy goals.
- Serve as the primary liaison with PAS in the execution of USAID events, the dissemination of USAID publicity materials and on any other issues that may arise. Represent USAID in planning relevant Embassy events and site visits by the Ambassador and other high-level visitors.
- Collaborate closely with the Embassy's PAS to achieve maximum exposure and understanding of USAID's programs and initiatives.
- Through well-established professional contacts with donors, NGOs, and leaders of other international and local organizations active in development activities, the DOCS will gather, analyze, and properly format data and information on local and international opinion concerning USAID programs for the purpose of gauging the effect of information dissemination strategies, providing feedback on ongoing activities and for planning future communications programming.

2) Public Information and Publicity Materials

- Coordinate information dissemination, media outreach and public events within the mission with technical offices and outside the mission with implementing partners.
- Build the capacity of implementing partners to develop timely, accurate, effective and well-written media materials.
- Oversee the drafting, editing, organization and dissemination of a standard information package of publicity materials, including fact sheets, newsletters, project briefs, country profile, development objective summary, presentations, responses to requests for information and all other public information materials related to USAID/Vietnam activities. Materials must be tailored for both internal audiences (incoming staff, high-level visitors, LPA, Congress) and external audience (general public and media). Incumbent must be able to present development topics in clear, concise English and translate sometimes complex or highly technical language into a format easily understood by the general public.
- Serve as the coordinator and technical point of contact for implementation of Agency project-branding efforts. Ensure that USAID mission staff is familiar with the requirements of program/activity branding; as needed, work with Agency partners and implementers on ensuring compliance with Agency branding guidance.
- Prepare draft presentations, speeches, briefers, and talking points in response to requests for information and taskers, and for preparation of reports regarding Vietnam program activities.
- Generate and maintain a standard set of narrative data related to the Mission's development portfolio for general use in briefers, outreach materials, communications, etc.
- Develop and maintain of online outreach, including websites, social media, etc.
- Manage preparation of a weekly summary of events, submissions for the monthly report to the Administrator and for USAID Frontlines and other USAID public information platforms including Facebook, Twitter, YouTube and other new and emerging social media sites.
- Train technical staff on Agency's communication standards, outreach methods, branding policy, taking photos, writing, editing, and public speaking as requested or needed.

3) Media and Public Relations

- Manage information and media outreach activities, in coordination with the Front Office and technical teams. Ensure strategic selection of events and optimal representation by USG personnel to more effectively and efficiently communicate USAID messaging.
- Work with PAS to manage USAID/Vietnam's relationship with international, regional, and local press, including encouraging accurate reporting, equity, and trouble-shooting as necessary. Interact with local media contacts regularly. Process materials and address any necessary changes to ensure that items go to press on time. Provide advice to the Mission and to USAID/LPA regarding appropriate press contacts.
- Advise and work with PAS to expand opportunities to keep media abreast of USAID/Vietnam programs, including TV, radio and other media. This may include arranging interviews, preparing talking points, organizing briefings and media tours of USAID projects.
- Work closely with the Front Office and USAID staff on press and media relations to ensure targeted and coherent messages consistent with the Communication Strategy from all USAID staff and implementing partners.
- Build media relations; cultivate media contacts - television, radio, newspaper etc. in Vietnam. Maintain media contacts database.
- Photograph USAID/Vietnam program activities, events and impact providing USAID with digital and other media to document and communicate USAID success and lessons learned. Coordinate and oversee use of photos, video and digital cameras, and digital video conference room equipment and supplies.
- Respond to inquiries from the general public, media and other sources about USAID programs and projects.
- Oversee development of effective media outreach materials, ensuring accurate information and presentation of development topics and the impact of USAID programs in a format easily understood by the general public.

4) Publicity Events

- Plan and schedule a calendar of events with the DOC team and technical team staff, including project managers, host country officials, NGOs, and implementing partners.
- Develop innovative publicity events used to further Mission strategic goals.
- Serve as DOCS advisor on the outreach component of events, in coordination with PAS, Front Office, technical teams and implementing partners. This includes conferences, openings, ribbon-cuttings and other ceremonies. Organize press packets, deal with protocol issues, site selection, staging and logistical issues and identify USG representation.
- Organize and coordinate with the USAID/Vietnam Technical Offices and PAO on all aspects of public events for USAID such as program/activity inaugurations and program assistance completions, including preparation and dissemination of press releases and background information, protocol issues, site selection and preparation, staging and logistical issues, scheduling and maintaining contact with speakers, and notification of appropriate U.S. and local government officials and media, as well as on-site coordination of media.
- Maintain a calendar of USAID/Vietnam program events in close coordination with implementing partners and Contracting Officer's Representatives (CORs).
- Review and edit press releases, scenesetters and talking points drafted by implementing partners for USAID events.
- Manage documentation of USAID events, including video, documentaries, photos, updates to Facebook, YouTube and Twitter accounts.
- Serve as the Mission's primary point of contact for publicity events and site visits by official visitors from the Embassy, USAID, Congress and other USG agencies or entities. Serve as control officer or participate in teams planning VIP visits. Lead preparation of briefing materials, scene setters and other information products to support these visits. Maintain a diverse list of potential site visit locations appropriate for a variety of high-level visitors throughout the country.

Perform other duties relating to public outreach, information and communication, as assigned or required such as:

- Initiate and coordinate interviews with the USAID Mission Director and other staff.
- Provide stories to Front Lines and the Telling Our Story database.
- Draft and review speeches for the USAID Mission Director, the Ambassador, and other senior staff.

H. QUALIFICATIONS:

This position requires a combination of leadership, analytical and technical expertise, and managerial skills. The incumbent must have excellent English writing skills and be able to meet strict deadlines in a fast-paced environment. The incumbent must be familiar with and be able to work well in an overseas environment with a wide range of government and non-government counterparts. The successful candidate will have experience with local, regional and international press. The Development Outreach Communications Officer shall have the following qualifications. Noted that in order to be considered those marked "required" must be met.

Education: A Master's degree, preferably in the field of public relations, journalism, international development/relations, English, marketing, communications or related field is required. Two years of overseas experience in public relations or communications may substitute for the required Master's degree.

Relevant Experience: A minimum of five years (or seven years without a Master's degree) of demonstrated successful experience in public relations, journalism, or related field is required. Previous work experience with an international development organization overseas is strongly preferred. Proven experience with writing and communications that demonstrate skills and hands-on experience in a combination of the following areas: public relations, editing, public information, publishing, and digital communications. Proven experience in developing and disseminating targeted information to a variety of audiences is required. Relevant marketing experience will be considered, as applicable. The incumbent must be able to mentor, guide and build capacity of staff and implementing partners. The incumbent should have extensive Asia experience. Strong preference will be given to candidates familiar with Vietnam. Experience in report writing, events planning, and execution, website design, and social networking media is strongly preferred.

Technical Knowledge: The successful candidate must be capable of crafting strategic communication plans and information messages in various media formats (e.g. press releases, website, cables, social media, etc.), targeting a variety of audiences. Excellent leadership, coordination, and organizational skills within a multi-cultural work environment are required. Experience in planning, strategizing, and application of policies and procedures regarding all development outreach communications activities, such as branding and marketing, are preferred. Must have broad understanding of issues related to international development and be able to translate them to a general audience. Knowledge of local, regional and international press, and regional development issues, is desirable.

Skills: Native level fluency in English (reading, writing, and speaking) is required. Given the nature of the position, demonstrated effective written and oral communication is a requirement. Fluency in Vietnamese is preferred. Strong communication, interpersonal skills, and ability to lead and work in teams required. Excellent organizational, critical and strategic thinking skills required. Strong staff development and management skills preferred. Strong computer skills in the full range of MS software, including MS Excel spreadsheet, PowerPoint, Google Apps, GIS and graphics is preferred. Experience with Facebook, Twitter, YouTube, RSS feeds and other social media platforms strongly preferred.

Applicants should provide at least two writing samples with their applications. The samples should be 750 to 1,000 words. They can be excerpts from longer articles or papers and do not have to be specifically written for this application. The samples should demonstrate the applicant's ability to

clearly and succinctly communicate complex ideas to the public. Co-written articles will not be accepted - the applicant must be the sole author.

I. SUPERVISION RECEIVED: The incumbent will report to the Director of the Office of Program Development, USAID/Vietnam. Incumbent is expected to display self-initiative in planning and carrying out his/her assignments.

J. AVAILABLE GUIDELINES: Foreign Affairs Manual (FAM), Foreign Affairs Handbook (FAH), USAID Automated Directives System (ADS), USAID Agency Notices, Mission Orders and Mission Notices.

K. EXERCISE OF JUDGMENT: Activities assigned to the incumbent include a variety of duties and processes requiring extensive exercise of judgment.

In instances not clearly covered by written guidelines, the incumbent will use her/his own personal, well-informed judgment in devising innovative approaches to resolving technical, administrative, managerial and/or policy problems. Excellent (balanced) judgment must be exercised in setting priorities. The use of initiative, discretion and patience is expected from the incumbent in dealing with office personnel as well as representatives from other donor organizations to resolve problems that arise during the course of work for which there is often no clear or immediate solution. In addition, considerable judgment is required in working effectively with officials of the GVN Ministries and the private sector, in overseeing contractor activities and coordinating multi-sectoral efforts in support of USAID/Vietnam development objectives, and in collecting, analyzing and reporting on progress of activities and recommending project actions. The incumbent will also be required to follow and adhere to the Agency's Code of Ethics and Conduct.

L. LIMITATIONS ON PERSONAL SERVICE CONTRACTS

Personal services contracts may only be used when adequate supervision is available.

1. They may not supervise U.S. direct-hire employees of USAID or other U.S. Government agencies. They may supervise USPSCs and non-U.S. citizen employees.
2. They may not be designated as Contracting Officers or delegated authority to sign obligating or subobligating documents.
3. They may represent the agency, except that communications that reflect a final policy, planning or budget decision of the agency must be cleared by a USDH employee.
4. They may participate in personnel selection matters, but may not be delegated authority to make a final decision on personnel selection.

M. AUTHORITY TO MAKE COMMITMENTS

None. Incumbents' recommendations will form basis for making commitments and contribute to informing policy decisions made by the USAID/Vietnam management team.

The incumbent will have no independent authority to commit U.S. Government (USG) (USAID/Vietnam) funds on behalf of the U.S. Government.

N. NATURE, LEVEL AND PURPOSE OF CONTACTS

Personal contacts are with local and regional media, U.S. Embassy personnel, the USAID/RDMA, USAID/W, implementers and institutional contractors and governmental and non-governmental authorities.

O. OTHER REQUIREMENTS

In addition, the incumbent must also be:

1. Able to obtain residence permits (and/or requisite visas) and work permits for Vietnam (or the demonstrated ability to obtain the required authorizations for employment in Vietnam);

2. Able to obtain U.S. Government medical and "Secret" level security clearances;
3. Available and willing to work outside the regular 40-hour work week when required or necessary;
and
4. Willing to travel to work sites and other offices both in Vietnam and regionally as/when requested.

P. SELECTION CRITERIA

Applicants will be evaluated on the extent and quality of their education, relevant experience, language and work skills as they relate to this position against the following criteria:

1. Education and Experience: 30 Points
2. Skills and Knowledge: 40 points
3. Communication Skills/Interpersonal Skills: 20 points
4. Language Proficiency: 10 points

Total: 100 points

Applicants seeking the required qualifications for the position will be evaluated based on information presented in the application and reference checks. USAID reserves the right to conduct interviews with the most highly ranked applicants.

Q. SELECTION PROCESS:

After the closing date for receipt of applications, a committee will be convened to review applications and evaluate them in accordance with the evaluation criteria. Applications from candidates who do not meet the required selection criteria will not be scored. As part of the selection process, finalist candidates may be interviewed either in person or by telephone at USAID's discretion. Reference checks will be made only for applicants considered as finalists.

If an applicant does not wish USAID to contact a current employer for a reference check, this should be stated in the applicant's cover letter, and USAID will delay such reference check pending communication with the applicant. Only finalists will be contacted by USAID with respect to their applications. The final selected candidates must obtain security and medical clearances within a reasonable period of time (USAID will provide details regarding these clearances to the selected candidates). A substantial delay in obtaining either required clearance will make the applicant ineligible for selection.

ATTACHMENT 2: Solicitation No. SOL-486-13-000031
USPSC Contractor Benefits (As allowable under applicable regulations)

1. AS A MATTER OF POLICY, AND AS APPROPRIATE, A RESIDENCE HIRE USPSC IS NORMALLY AUTHORIZED THE FOLLOWING BENEFITS:

- a. Employee's FICA Contribution
- b. Contribution toward Health & Life Insurance
(--72% of Health Insurance Annual Premium, not to exceed \$7,750 for a family and \$3,410 for employees without dependents)
--50% of Life Insurance Annual Premium, not to exceed \$500
- c. Vacation & Sick Leave

Federal Taxes: USPSCs are not exempt from payment of Federal Income taxes.